

## PARLIAMENT CONTRACT APPROVAL REQUEST

PROJECT: Parliament Party Zone  
PROJECT CODE: E-29-30 (Miami & Urban Markets)  
VENDOR: Gary M Reynolds, Inc.  
FINANCIAL IMPACT: \$1,089,800  
FINANCIAL ELEMENTS: Management Fee \$120,000  
Labor 222,300  
Expenses 747,500  
TOTAL \$1,089,800  
RESPONSIBILITY: J. Yvette Robinson  
Manager, Event Marketing  
Edna Moore  
Group Manager, Event Marketing

### PROJECT DESCRIPTION:

The 1995 4th Quarter Parliament Party Zone bar night program will be executed in 4 markets from October 26 through December 19, 1995. The markets include: Miami, Philadelphia, New York and Boston. This is a extension of the 1995 Winter and Summer program.

Responsibilities include: Staffing the teams, distribution of incentives, implementation of agreed upon activities, name generation, securing bars and sites for events, video recap, warehousing of incentives, storage and maintenance of vehicles.

### BUDGET IMPLICATIONS:

These costs were included in the 4th quarter approved budget for the 1995 Parliament Party Zone program.

### COMPETITIVE BID:

See attached

### APPROVALS:

J. Yvette Robinson

*J.Y.R.*

*10/10/95*

E. Moore

*E.M.*

*10/10/95*

I. Broeman

*I.B.*

*10/10/95*

M. Mahan

*M.M.*

*10/10/95*

Bob Mikulay

*B.M.*

*10/10/95*

For your signature

Accounting:

B. Colby

*B.C.*

*10/25/95* *REF. 3-D WALTER DC*  
*10/26/95*

Budgets:

M. Rucker

*M.R.*

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